

## Sale of White Washable Corduroy Continues

**46c** Narrow Wale Washable Corduroy. Verified prices elsewhere 75c and 85c yd. 36 inches wide.

**79c** Wide Wale Washable Corduroy. Verified prices elsewhere \$1.00 and \$1.25 yd. 36 inches wide.

Second Floor, 35th St., Broadway

**Macy's**  
Herald Square. B'way, 34th to 35th St.  
We Sell Dependable Merchandise at Prices Lower Than Any Other Store, but for Cash Only

## Continuing the Sale of Sepia De Luxe Enlargements

**39c Each** Regular Price, 59c ea. **\$4.08 Dozen**  
Size 8x10, made from your own negatives, mounted on triple border harmonizing mounts, made especially for us. Copies made from your photographs for 81c extra. All work is done on the premises.

Sale Ends Saturday, January 12th

Fifth Floor, 35th Street

Choose from More Than 60 Styles of  
**NIGHTGOWNS**

And Be Assured of Savings on Every One



Nightgowns of nainsook, trimmed with lace or embroidery edgings. **46c**  
Nightgowns in seven styles. Slip-over models, lace-trimmed; Empire with lace and embroidery, illustrated A. **69c**

Nightgowns, more than a dozen styles. Fine nainsook gowns with pretty laces and embroideries. Several models in flesh batiste. Marguerite model with Empire back and front, illustrated B. **84c**

Nightgowns in sleeveless styles of flesh batiste. One has top made of satin ribbon combined with filet mesh lace. Others of fine nainsook, trimmed with cluny and filet mesh laces. **\$1.69**

Philippine Nightgowns of medium weight nainsook, entirely hand made and daintily hand embroidered. **\$1.94**

Nightgowns. Many pretty styles of flesh batiste and fine nainsook. Some trimmed with laces and embroideries combined. Cotton crepe gowns in white, pink, striped or bluebird printed patterns. **\$1.24**

Philippine Nightgowns in round and V neck styles, hand made and elaborately hand embroidered in three dainty designs. One illustrated C. **\$2.49**



Third Floor, Near

**Household Linens and Towels**

*This Important January Event  
Now In Progress Means—*

*Linens You Are Looking for at Prices You Are Hoping for*

We didn't let a chance slip by during the past year to secure good linens at concessions. And we saved them for this event. That's why it includes everything from kitchen towels to damask napkins at prices that laugh at the recent advances on linens.

**In the Tablecloth and Napkin Section**

Union Linen Damask, (part linen and cotton) far better than an inexpensive all linen. Finely woven and well finished. Several attractive patterns. 70 inches wide. **\$1.49 yd.**

Napkins to match, 21x21 1/2 inches, **\$3.96 dz.**  
Mercerized Cotton Damask made in America. Finely woven cotton table damask, mercerized to have the appearance of linen. An assortment of several pretty patterns. 72 inches wide. **69c yd.**

300 Linen Damask Tablecloths, Heavy, serviceable quality, all linen, in floral patterns. 70x70 inches. To-day's wholesale cost \$4.47 each. **\$4.19**

Imported Cotton Damask Cloths, heavy quality and finely woven. Several new round designs. Hemmed, ready for use. 70 inches square. **\$1.89**

Hemmed Damask Napkins, extra heavy, serviceable quality. Hemmed, ready for use. 21x21 inches. **\$4.39 doz.**

**In the Towels and Toweling Section**

Hemmed Huck Towels, directly imported by us from Scotland. Extra heavy quality union linen, the kind that improves after laundering. Plain white borders and hemmed ends. **29c**

Hemstitched Huck Towels, extra large face towels. Made of unusually fine cotton huck that will give longer wear than inexpensive linen towels. All plain white with neat hemstitched borders. **46c**

Turkish Bath Towels, large, spongy and absorbent. Plain white with hemmed ends. Full bleached. **29c**

Hemmed Huck Towels. Good quality for everyday use. Medium size, cotton huck. Limited quantity; by dozen only. **\$1.13 doz.**

Hemmed Huck Towels, soft absorbent cotton huck. Well finished; long wearing quality. Red and white borders; hemmed ends. **22c**

Second Floor, 35th Street

**The Military Spirit Is in These  
TRENCH COATS**

For Swagger Misses

ARMY CLOTH—  
MILITARY BLUE  
OR KHAKI COLOR.

**\$19.74**

They're made on trim lines resembling our officers' coats. Pocketed and belted—with an inverted pleat in the back. The collar crushes closely to the neck—a desirable feature in these chilly days. Lined to the waist.

Sizes 14, 16, 18, 20 years.



Third Floor, 35th Street, B'way

**A Seafaring Man  
Scores a Hit at  
Two Bells!**

A Soldier of the Sea attracted by one of our Bull's-eye ads came into the dress goods section Saturday and bought three yards of French Twill Serge to take back to France.

Nine o'clock is an early hour for a man to come and buy dress goods. Perhaps the early hour visit of this lone male purchaser or his weather-browned bare head or his sparkling eyes or his straight-as-an-arrow stature attracted us to him.

At all events we talked to him and gazed at his experiences and marveled at his calmness while relating them.

He was a soldier in the Philippines. He gave it up to teach school there. Then he took to the sea and has traveled hundreds of thousands of miles.

His ship was torpedoed last July and he landed at Belle Isle, off the coast of France. His ship manoeuvred out of the path of a torpedo in November. Last December, en route to France, he "slept next to hold number five." Holds number five and six contained more than two thousand tons of T. N. T., enough to blow up New York. They landed safely at Brest.

Now he's back here, and when he returns to France he will bring his friend three yards of French Serge from this store.

Best of luck to you, sailor Charles Nigg! You came to the right place to do your shopping. Every day we serve people from the most remote parts of the earth. Many of our own soldier boys and those of our Allies have visited this busy store and many more will come.

That this sixty year old institution is world famous is evidenced by our 15 interpreters who converse in their native tongues with travelers from distant lands.

Breakfast in Comfort on Chilly Mornings—

WOMEN'S  
Quilted  
Robes  
**\$6.24**

Imported by us directly from Japan. Light, soft, warm and so comfortable.

Silk inside and outside. Finished with turn-down collar, pockets and cord girdle; fastened with frogs. In various colorings, lined with self or contrasting color.

Third Fl., 34th St.

A Special Purchase of  
**GIRLS'**  
Washable  
Dresses  
At **\$1.49**

Several new models of gingham, chambray and linen. Attractive stripes, plaids and plain colors. Waist line and Empire styles. Straight line effects with large pockets.

Some with pique collars, belts or ribbon trimmed, some embroidered, others piped in contrasting color—altogether they are good looking and serviceable, washable frocks.

Third Floor, 35th St.

**Women's Fine Negligees of Warm Fabrics**Reduced to **\$19.74, \$24.74, \$29.75**

Formerly Priced \$24.74 to \$38.75

Here's a chance to buy negligees of the better kinds at prices of those not so good. Negligees of rich waterfall silks, soft chenille cloths, warm zanana fabrics.

They are all graceful models, many in Empire effects. Some have large hand-embroidered collars, others are trimmed with marabou. Beautiful colorings.

Third Floor, 35th Street, Centre

**It Hits the Bull's-Eye**

From time to time we shall display, as a unique feature of cash merchandising, one item which will hit the bull's-eye of quality and thrift. You will find no such marksmanship outside of this store.

Lingerie  
Petticoats  
**\$1.89**

Special White Sale  
price was \$2.59

They have very deep flounces of imported embroideries which usually cost \$1.00 yard. All have underlays trimmed with scalloped embroidery edgings.

Third Floor, Near

Be Well Corseted  
At Little Cost—

**Corsets**

Reduced

**\$2.49**

Corsets that were \$3.39

Elastic top model of pink brocade, lightly boned to be suitable for evening wear. Finished with three pairs of hose supporters. Sizes 20 to 26.

**\$1.29**

Corsets that were \$1.89

A model of fancy pink brocade with medium bust and medium length hips. Sizes 20 to 28.

**79c**

Corsets that were 94c  
A model of pink coutil with medium low bust and short hips. Particularly suitable for wear at home. Sizes 20 to 26.

**Brassieres 36c**

Handmade brassieres of pink brocade. Exceptional at that low price. Sizes 34 to 42.

Third Floor, 35th St.

**Mid-Winter Sale of Furs**

Offers Good Furs at About One-Third Less

This is an unusual Fur Sale. That was evidenced by all who bought furs during the first week of this event. To those who have not yet attended this sale—

these low prices on real good furs at a time when increased costs and scarcity of pelts are hard facts, should mean

BUY FURS NOW AND BUY FURS HERE!

**Fur Coats and Coatees**

Our regular price would be	SALE PRICE	Our regular price would be	SALE PRICE
Marmot Coats, \$84.75	\$54.75	Hudson Seal Coats, \$489.00	\$324.00
Black Muskrat Coats, 119.00	74.75	Chinchilla Squirrel Coats, 749.00	484.00
Nat. Hair Seal Coats, 129.00	84.75	Natural Nutria Coats, 249.00	164.00
Nat. Nutria Coats, 189.00	134.00	Taupe Muskrat Coats, 196.00	134.00
Hudson Seal Coats, 189.00	119.00	Hudson Seal Coats, 149.00	94.75
Hudson Seal Coats, 239.00	154.00	Hudson Seal Coats, 196.00	144.00
Hudson Seal Coats, 396.00	224.00		

**Separate Muffs**

Our regular price would be	SALE PRICE
Nat. Black Opossum, \$14.74	\$9.74
Kolinsky Dyed Squirrel, 24.74	16.49

**Fine Scarfs and Capes**

Our regular price would be	SALE PRICE
Kolinsky Cape, \$279.00	\$184.00
Mink Cape, 564.00	374.00
Russian Ermine Scarf, 229.00	149.00

**Perfectly Matched Fur Sets**

Our regular price would be	SALE PRICE	Our regular price would be	SALE PRICE
\$39.75	\$24.74	Nat. Blue Fox Sets, \$269.00	\$164.00
34.75	33.75	Silvered Pointed Fox Sets, 174.00	114.00
44.75	29.75	Taupe Fox Sets, 124.00	84.75
		Nat. Bk. Muskrat Sets	

**Separate Scarfs and Muffs**

The Scarfs	The Muffs	The Scarfs	The Muffs
Our regular price would be	Our regular price would be	Our regular price would be	Our regular price would be
\$18.74	\$10.74	Hudson Seal, \$11.74	\$7.94
42.75	27.49	Hudson Seal, 24.74	16.49
44.75	29.75	Nat. Mink, 44.75	29.75

NOTE: Hudson Seal is Dyed Muskrat

Third Floor, 34th Street

**The Smart Skirt Is of  
Silk Poplin**

These, for Misses, Are  
Moderately Priced at  
**\$10.74**

The picture shows only the smart lines of this skirt—the shirring, the pockets and the button trimmed belt. But it doesn't show the softness of the silk poplin nor the beautiful shades in which it comes—turquoise, navy, beige, gray. Also black or white.

Third Floor, 35th Street

**We've Repriced Them All Downward  
Savings on Every Suit in  
the Women's Suit Section**

Suits of all desirable fabrics, suits with furs and suits without. Tailored and dress models.

Materials include Broadcloth, Wool Velours, Wool Jersey, Worsted Serge, Velveteen. Furs include Skunk, Nutria, Mole, Ringtail Kolinsky, Natural Muskrat and Hudson Seal (dyed muskrat).

Suits that were formerly up to \$33.75, Now **\$16.74**  
Suits that were formerly up to 69.75, Now **33.75**  
Suits that were formerly up to 139.00, Now **54.75**

Third Floor, Broadway

**SIMPLE BLOUSES**

**\$2.59** of GOOD CREPE DE CHINE **\$2.59**



High or Low Necks  
Hand Embroidered  
Cut on Good Lines

White or Flesh  
Venise Lace Trimmed  
Well Finished

Four of the Models Are Illustrated.

Third Floor, 34th Street